



Defence Teaming Centre

Connecting • Developing • Advocating



Defence Industry's Dinner & Awards Ceremony

Sponsorship Prospectus

23 NOVEMBER 2023
ADELAIDE CONVENTION CENTRE

The premier defence industry annual gala attracts over 680 guests from more than 200 companies across Australia.

Liz Gadzhanova | Head of Events and Promotions
events@dtc.org.au | (08) 7320 1000 | www.dtc.org.au

TABLE OF CONTENTS



- 3** About us
- 4** Why sponsor?
- 5** Sponsorship packages overview
- 8** Principal Sponsorship
- 9** Speaker Sponsorship
- 10** Award Sponsorship
- 11** Major Sponsorship
- 12** Welcome Reception
- 13** SME Partner

ABOUT US



Based in Adelaide, South Australia, we are a small team focused on bringing Defence Primes, SMEs, academia and professional service providers together to collaborate for defence market opportunities through a comprehensive calendar of events and development programs.

As a leading industry association we provide guidance and support to enable industry to navigate the evolving Defence landscape to win work in the defence sector. We do this by providing tailored services to mature defence businesses across Air, Land, Sea, Space and Cyber.

Our mission is to grow and scale Australia's defence industry sector. To support this mission, our advocacy and industry development programs cultivate long term sectoral stability, improved market diversity, reduced supply chain risks, cost reduction in tendering and increased investment in R&D.

Our informed advocacy brings Australia's defence industry and stakeholders together to improve and grow industrial outcomes for Defence and defence industry. Our focus is the development of a policy landscape that supports a sustainable and cost-effective defence industry.

WHY SPONSOR



The Defence Teaming Centre's annual Defence Industry Dinner & Awards Ceremony is the major networking event celebrating achievements within the defence industry.

Key reasons to get involved:

- Opportunity to align your brand with a premier defence industry event
- Up to ten months brand exposure to Australia's Defence and defence industry sector, pre and post event
- Have your commitment to the defence sector seen by more than 680 attendees who represent more than 200 companies
- Great opportunity to network with State and Federal Government representatives, key Defence personnel, defence primes, SMEs and members of academia

Showcase your commitment to growing and scaling Australia's defence industry by supporting an industry association which supports you.

Refer to the sponsorship package overview on page 5 to discover the various options and benefits to suit your company.

SPONSORSHIP PACKAGE OVERVIEW

	Principal	Speaker	Award	Major	Reception	SME Partner
Seats at VIP table	2	1	-	-	-	-
Branded table of 10	1	1	1	1	-	-
General tickets	-	-	-	-	4	3
Additional tickets purchased at member rate	✓	✓	✓	✓	✓	✓
Print, online & media promotion						
Recognition in marketing and promotional material as "Defence Industry Dinner & Awards Ceremony proudly sponsored by (insert company name here)"	✓	-	-	-	-	-
*LinkedIn post	✓	-	-	✓	-	-
*Advertorial to appear in Defence Business magazine, November 2023 edition	-	✓	-	-	-	-
Company logo watermarked on award winners photo(s)	-	-	✓	-	-	-
*Quarter page advert in Defence Business magazine, November 2023 edition	-	-	-	-	-	✓
Company logo to appear on all dinner promotional collateral, including advertising; invite flyer; e-newsletter; dinner program and online registration	✓	✓	✓	✓	✓	✓
Acknowledgment of sponsorship on the DTC website, with direct link to company website	✓	✓	✓	✓	✓	✓

*Content to be supplied by sponsor

SPONSORSHIP PACKAGE OVERVIEW

	Principal	Speaker	Award	Major	Reception	SME Partner
Social media promotion on LinkedIn, with direct link to company LinkedIn page	✓	✓	✓	✓	✓	✓
At the dinner						
Company logo featured on media wall	✓	✓	-	-	-	-
Full page advert in event program	✓	-	-	-	-	-
Opportunity to display product / equipment	✓	-	-	-	-	-
Address audience during event	✓	-	-	-	-	-
Introduce keynote speaker	-	✓	-	-	-	-
Introduce sponsored award category and announce category winner	-	-	✓	-	-	-
Opportunity to seat keynote speaker on your table	-	✓	-	-	-	-
Company logo to be featured on sponsored award trophy and on sponsored award finalists video	-	-	✓	-	-	-
Promotional video to be played during the evening	✓	✓	✓	✓	-	-
Company logo featured on event program agenda	-	-	✓	-	-	-
Brief company description and logo featured in event program	-	-	-	✓	-	-
Company logo featured in event program	✓	✓	✓	✓	✓	✓

SPONSORSHIP PACKAGE OVERVIEW

	Principal	Speaker	Award	Major	Reception	SME Partner
Acknowledgment of sponsorship on visual screens and by MC throughout the evening	✓	✓	✓	✓	✓	✓
At the Welcome Reception						
Opportunity to display your company banner	-	-	-	-	✓	-
Opportunity to display product or equipment	-	-	-	-	✓	-



PRINCIPAL SPONSORSHIP PACKAGE

\$100,000 ex GST



Print, online and media promotion:

- Marketing and promotional material to read 'DTC Annual Defence Industry Dinner & Award Ceremony 2023, proudly sponsored by "insert name of principal sponsor here"'
- Company logo to appear on all dinner promotional collateral, including advertising; invite flyer; e-newsletter; dinner program and online registration page
- Opportunity to feature company profile/advertorial on DTC's social media (to be supplied)
- Prominent acknowledgment of Principal Sponsorship on DTC website, with link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn



At the dinner:

- 1 x table of 10 in priority position, with additional table branding
- 2 x additional seats on a VIP table
- Logo to be featured on the event media walls, on stage and at reception
- A representative from your company will have the opportunity to address guests during the evening (5-minutes)
- Opportunity to display product/equipment
- Opportunity to play a 3-minute promotional video during the evening
- Full page advert in the event program (to be supplied)
- Acknowledgment of sponsorship on the visual screen display and by the event MC during the evening
- Company logo to be featured in event program
- Additional tickets may be purchased at the reduced DTC member rate, and will be placed in a priority position

SPEAKER SPONSORSHIP PACKAGE

£16,000 ex GST



Print, online and media promotion:

- Acknowledgment as the Speaker Sponsor of the DTC Defence Industry Dinner and Awards Ceremony
- Company logo to appear on all dinner promotional collateral, including: advertising; invite flyer; e-newsletter; dinner program and online registration page
- Opportunity to feature 1,200 word advertorial, with 2 images, in November '23 edition of the Defence Business magazine (to be supplied)
- Prominent acknowledgment of Speaker Sponsorship on DTC website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 1 x table of 10 in priority position, with additional table branding
- 1 x additional seat on a VIP table
- Logo to be featured on the event media walls, on stage and at reception
- Opportunity to have the keynote speaker sit at your table
- Opportunity to play a 3-minute promotional video during the evening
- Opportunity to introduce the keynote speaker (2-minutes)
- Acknowledgment of sponsorship on the visual screen display and by the event MC during the evening
- Company logo to be featured in event program
- Additional tickets may be purchased at the reduced DTC Member rate, and will be placed in a priority position

AWARD SPONSORSHIP PACKAGES

\$13,000 ex GST (3 available: Innovation Award, Skilling Award and Teaming Award)



Print, online and media promotion:

- Company logo to appear on all dinner promotional collateral, including: advertising; invite flyer; e-newsletter; dinner program and online registration page
- Acknowledgement of Award Sponsorship on DTC website, with direct link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

The Award

- Company logo to feature on the trophy of the sponsored award
- Company logo to feature in the Awards videos, to be played at the dinner and uploaded for use after the event on DTC website
- A representative from your company will have the opportunity to introduce the sponsored award and present the award to the category winner
- Company logo to be watermarked on winners photo(s), to be promoted post event on DTC's social media, website and newsletter



At the dinner:

- 1 x table of 10 – individual guests to be seated together, or distributed strategically amongst targeted industry (to be negotiated with sponsor)
- Opportunity to play a 2-minute promotional video during the evening
- Company logo featured on event program agenda
- Acknowledgment of sponsorship on visual screen display and by the event MC during the evening
- Company logo to be featured in event program
- Additional tickets may be purchased at the reduced DTC Member rate, and will be placed in a priority position

MAJOR SPONSORSHIP PACKAGES

\$10,000 ex GST (5 available)

3 SOLD



Print, online and media promotion:

- Company logo to appear on all dinner promotional collateral, including: advertising; invite flyer; e-newsletter; dinner program and online registration page
- Opportunity to feature company profile/advertorial on DTC's social media (to be supplied)
- Prominent acknowledgement of Major Sponsorship on DTC website, with direct link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn



At the dinner:

- 1x table of 10 in priority position, with additional table branding
- Opportunity to play a 2-minute promotional video during dinner proceedings (video to be played once, while entrée, main or dessert is served)
- Opportunity to feature a brief company description (no more than 70-words) and logo in the event program
- Acknowledgment on the visual screen display and by event MC during the evening
- Company logo featured in event program
- Additional tickets may be purchased at the reduced DTC Member rate, and will be placed in a priority position

WELCOME RECEPTION SPONSORSHIP PACKAGE

\$3,000 ex GST (1 available)



Print, online and media promotion:

- Company logo to appear on all dinner promotional collateral, including: advertising; invite flyer; e-newsletter; dinner program and online registration page
- Acknowledgement of Welcome Reception Sponsorship on DTC website, with direct link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the Welcome Reception:

- The pre-dinner function will occur in a room adjacent to the dinner for 45mins
- Exclusive rights to display your company banner (maximum 3 banners) in the Welcome Reception area of the venue
- Opportunity to display product or equipment in the Welcome Reception area of the venue



At the dinner:

- 4 x complimentary tickets, to be placed in a priority position
- Acknowledgment on the visual screen display and by event MC during the evening
- Company logo featured in event program
- Additional tickets may be purchased at the reduced DTC Member rate, and will be placed in a priority position

SME PARTNER SPONSORSHIP PACKAGE

\$5,750 + GST (4 available)



Print, online and media promotion:

- Company logo to appear on all dinner promotional collateral, including: advertising; invite flyer; e-newsletter; dinner program and online registration page
- Opportunity to feature a quarter page advert in the November'23 Defence Business magazine (to be supplied)
- Acknowledgement of SME Partner Sponsorship on DTC website, with direct link to your company website
- Social media promotion on LinkedIn with link to your company LinkedIn

At the dinner:

- 3 x complimentary tickets, to be placed in a priority position
- Acknowledgment on the visual screen display and by event MC during the evening
- Company logo featured in event program
- Additional tickets may be purchased at the reduced DTC Member rate, and will be placed in a priority position

FOR INQUIRIES, CONTACT US.



www.dtc.org.au



events@dtc.org.au



(08) 7320 1000



*Defence Teaming Centre is not an agent or part of, nor affiliated with, the Australian Government
or the Department of Defence*